



Prepared for: Marketing 301

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APEX - ASTROLOGICAL PURSUIT AND EXPLORATION

Mission

To instill curiosity and inspiration into the public imagination through space travel and tourism.

Company Overview

Apex is an astrological travel and tourism company founded with the goal of allowing consumers the ability to experience space.

The company was founded in 2030 after the first manned mission to Mars. The Mars mission inspired the world to dream bigger and become curious about space and all its offerings. The founders of APEX witnessed the increasing public demand for space travel and founded APEX.

Goals

Time Frame	Goal
Inception - 6 Months	\$250,000 Price point Establish strong social media presence Solidify financial backers and sponsors Introduce sponsorships Private space flights - test flights
6 - 12 Months	First commercial space flight
1 - 2 Years	\$100,000 Price point Introduce credit based payment plans for consumers Open up consumer demographic Higher investment into targeted demographics
2 - 5 Years	Introduce addition space craft
5+ Years	\$50,000 Price point Operating at a profit Offer Moonwalks
15+ Years	\$10,000 Price point Orbital Hotel

Competitive Advantage

Competitive advantages at APEX include;

- Superior market posture through creative advertising
 - High reliance on robotics allowing for cheaper and more efficient service structure
 - Innovative technological advances that outperform existing market services and products in the travel sector
 - Innovative hiring structure
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Situational Analysis

Strengths

- Strong financial backing
- High demand for space tourism
- Safety is high priority
- High technological adaptivity/innovation
- Experienced staff and founders

Weaknesses

- Space tourism has high risk
- Credibility will need to be established
- High costs in business model
- Initial service/product offering to the public will be small
- Passenger preparation could be difficult

Opportunities

- Huge demand for products related to space
- Market for space tourism is open and unexploited
- Suborbital and Moon tourism expansion
- Global influence due to recent awareness thanks to space programs
- Developing a brand new market

Threats

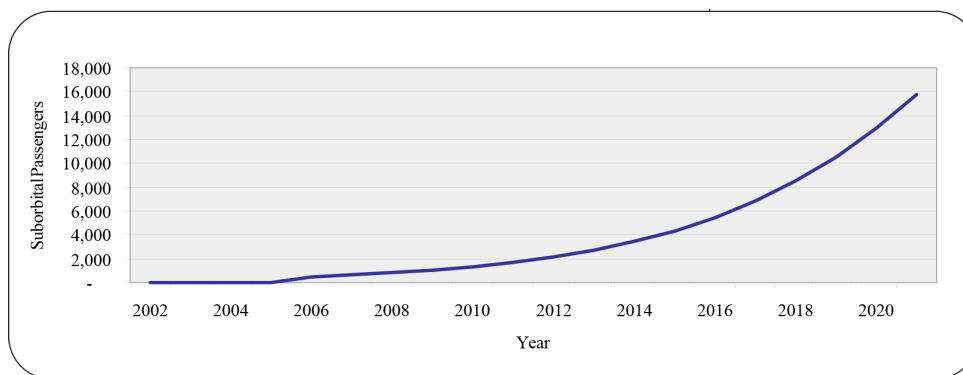
- Regulatory hinderances from governments
 - Other companies interested in taking market share
 - Safety concerns
 - High individual cost to consumers
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Project Outline - Proof of Concept

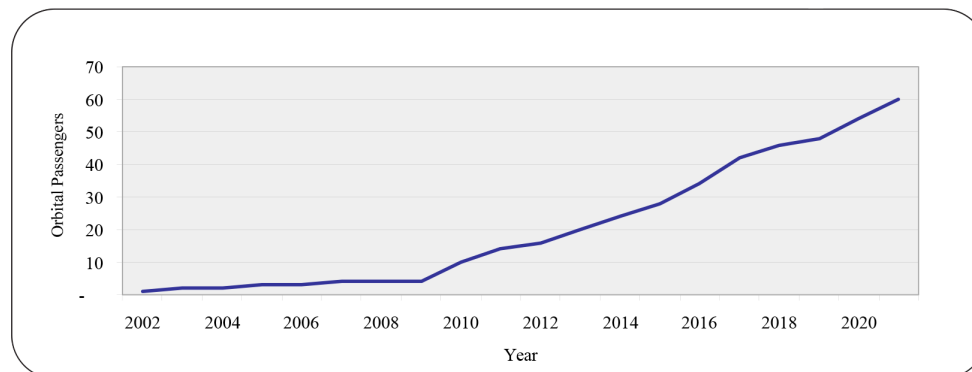
Established Marketing Studies Results

Major sources of data used come from Space Tourism Market Study completed in 2002 by Futron. As well as The Economic Impact of Commercial Space Transportation on the U.S. Economy in 2009 project done by the FAA.

- “Futron's forecast for suborbital space travel projects that by 2021, over 15,000 passengers could be flying annually, representing revenues in excess of US\$700 million”



- “Futron's forecast for orbital space travel projects that by 2021, 60 passengers may be flying annually, representing revenues in excess of US\$300 million”



- “Lower prices = more demand — Orbital space travel is a fairly elastic market, there are significant jumps in demand when the price drops to US\$10 million and again at US\$1 million.”
 - “Market studies have shown that “space tourism,” whereby customers pay a fee to experience suborbital spaceflight, could become a billion-dollar market within 20 years” (Data from 2009)
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- “450 “qualified” individuals were surveyed in January 2002. The margin of error was +/- 4.7%. The respondent pool was restricted to individuals with an annual income of at least US\$250,000 or a net worth of US\$1 million+”

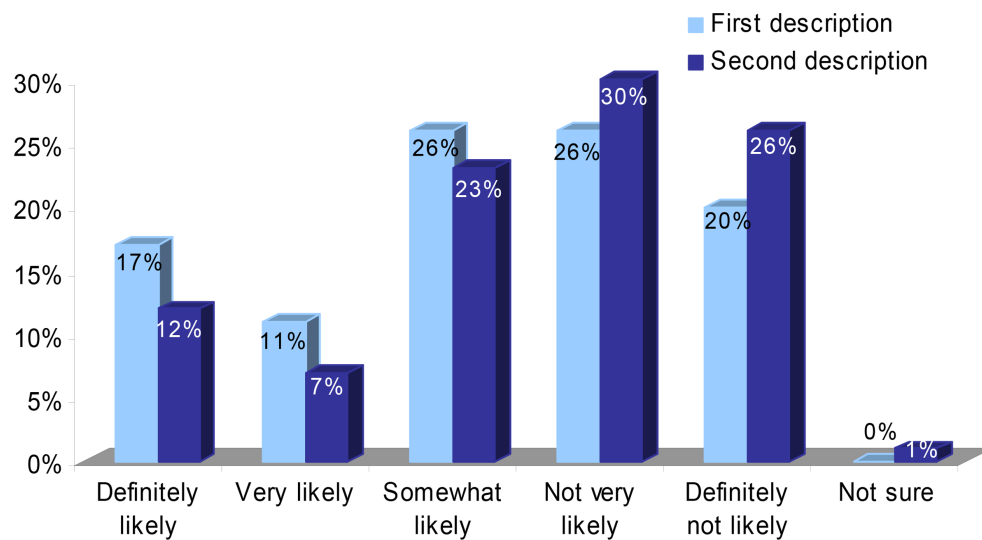
- Two descriptions were given

- First Description:

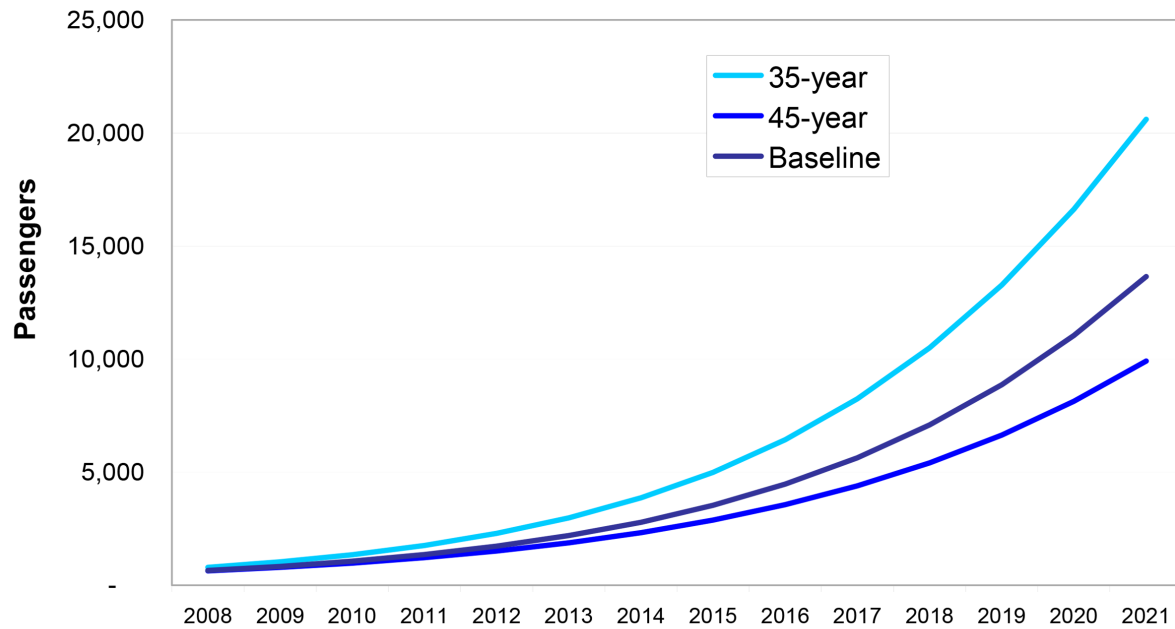
“In a sub-orbital space flight, you would experience what only astronauts and cosmonauts have experienced. During the 15-minute flight on a vehicle that meets government safety regulations, you will go 50 miles into space, and experience the acceleration of a rocket launch. You will also experience a few minutes of weightlessness and have the unique experience of viewing the Earth from space.”

- Second Description:

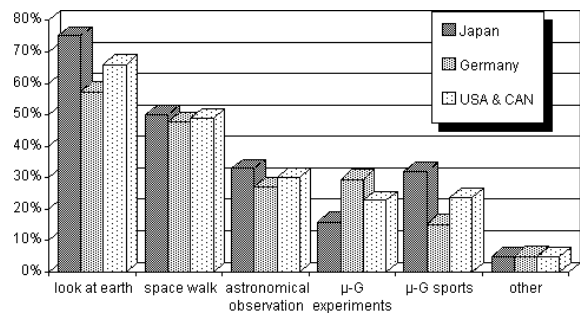
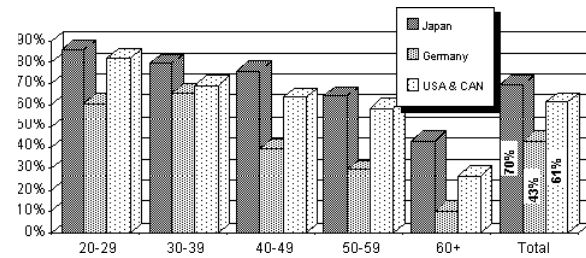
“Space flight is an inherently risky activity. The vehicle providing these flights will be privately developed with a limited flight history. In order to take the trip, you would have to undergo training for one week prior to the launch. Although you would experience weightlessness, you would be strapped into your seat throughout the trip.”



- Passenger projections also look extremely promising and are dependent on price point.



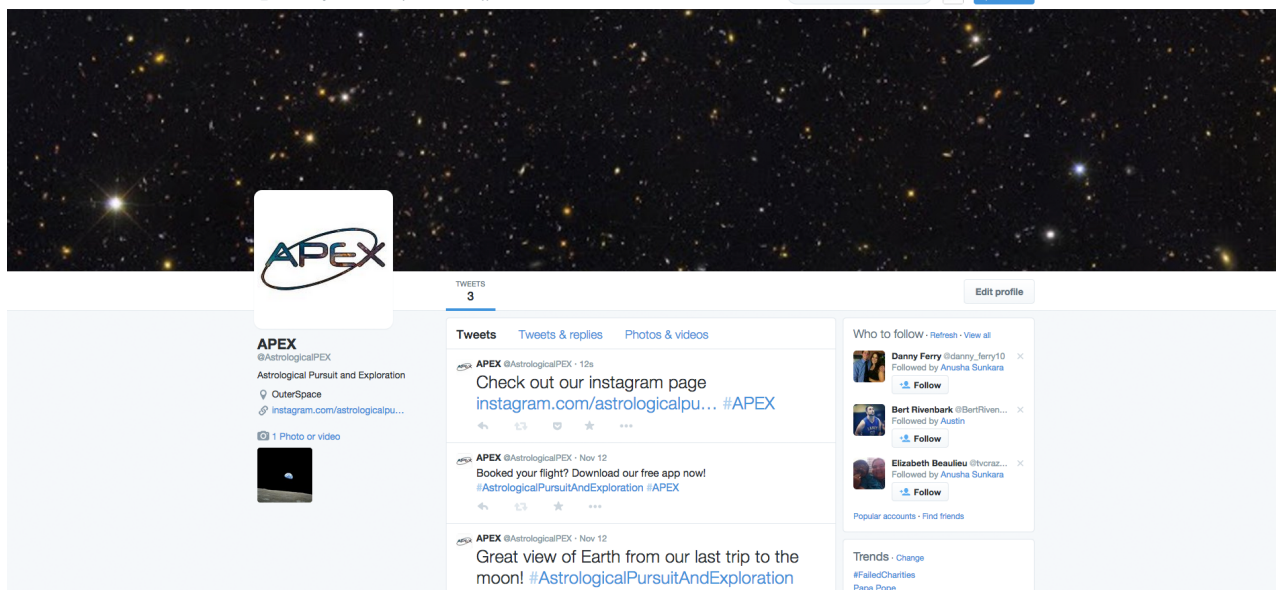
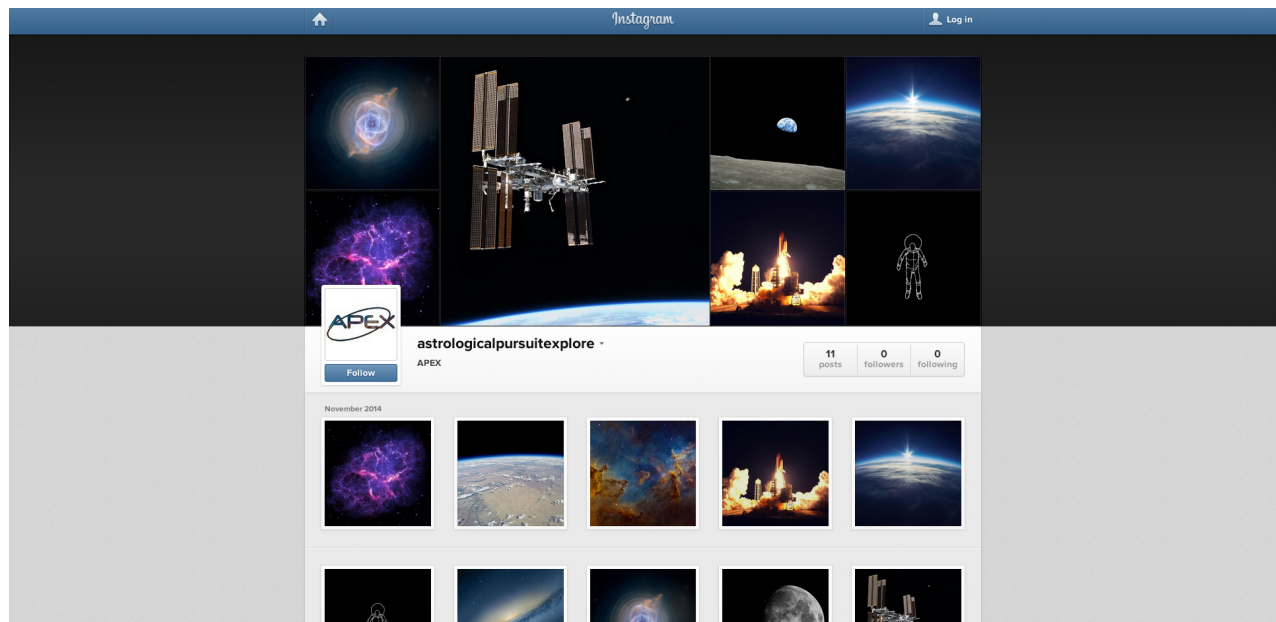
- “Basic level of interest in traveling to space, broken down by age and country. As an overall average, the most enthusiastic space tourists are Japanese with approx. 70%”
- “Activities the respondents would prefer during a space trip. It is notable that all market surveys came to the same result, the simplest thing to do in space is also the most preferred one - looking at earth.”



Marketing Strategy

Social Media

- At APEX we have a strong belief in word of mouth and social media to differ advertising costs and allow us to reach a large audience. Currently we have a strong Twitter and Instagram presence and a unified brand across all of our social media platforms.



Traditional Media

- Traditional channels of media will be a extremely integral part of our media plan at APEX. Our demographic at inception will be targeted at 45-65 wealthy individuals. Due to this demographic we will pursue Add space in the Wall Street Journal, Fortune and other business centric media platforms. We will also be looking into T.V add space on channels such as CNBC and Bloomberg media.
- APEX also plans on marketing through traditional targeted mailings. We believe this will give a physical and personal touch to our marketing campaign.

Web Presence

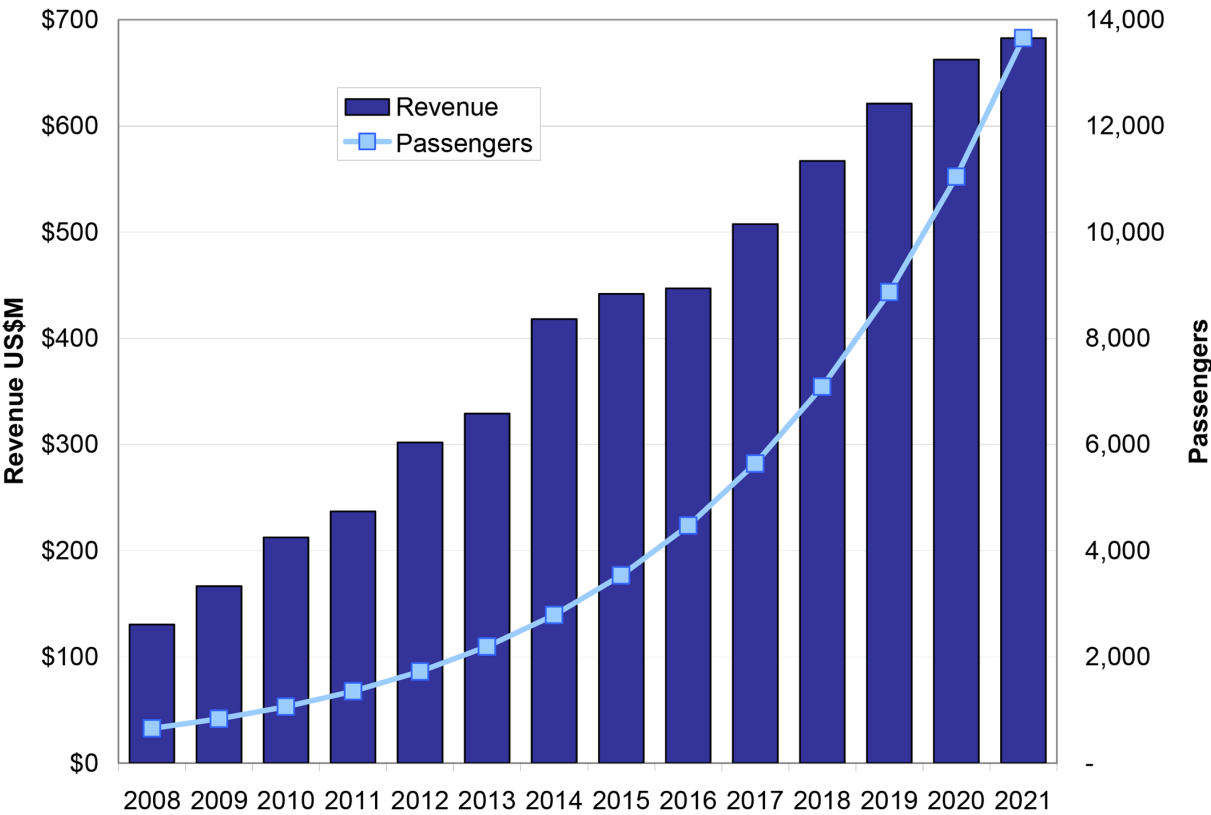
- As with traditional media our targeting adds need to be found by a specific demographic. We plan on using banner adds on websites that only pertain to our demographic. We also plan on making a high end website that exemplifies our brand and also educates the consumer.



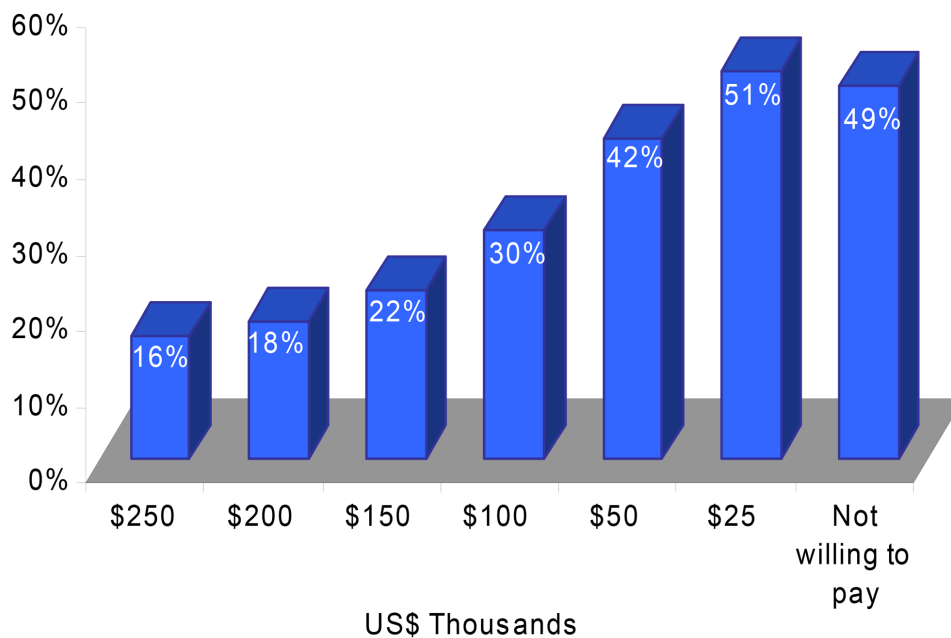
Financial Projections

Revenue forecasts in space tourism look very promising from the market survey data provided by Futron as well as in the data provided by the FCC.

- Future Revenue projections:



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- Due to the expensive nature of space tourism price point is an extremely important aspect in regards to demand with a high elasticity and price sensitivity



Evaluation Metrics

- **Objective**
 - Did we reach our goals?
 - How is the company evolving, is it growing?
 - Are we able to server a larger segment of the population?
 - Are we staying true to our mission statement?
 - **Performance Measurements**
 - Are we turning a profit
 - Did we reach our target price point goals?
 - What does our revenue model look like and is it healthy?
 - Can more capital be added, are we using it efficiently?
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